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With the rise of digital media, promotion remains a key element at each step of the merchandising process to communicate a clear message about a product, brand, or retailer to the end user.

Promotion strategies that were once limited to traditional media- print ads, radio or TV commercials- must now integrate digital media and more innovative means of communication through social media to stay relevant.

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Promotion is a key element at each step of the merchandising process. Advertising, direct marketing, public relations, special events, and visual merchandising all work together to communicate the same message about a product, brand, or organization to the end user.

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Promotion is a key element at each step of the merchandising process. Advertising, direct marketing, public relations, special

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Promotion in the Merchandising Environment: Swanson, Kristen K., Everett, Judith C.: Amazon.com.au: Books

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Or maybe you are curious about consumer psychology and want to learn more about marketing before studying it at degree level.

Course Outcomes: By the end of the course you will have;

Developed a thorough understanding of neuromarketing concepts

Gained an understanding of how to create more effective ads, campaigns and promotions
Analysed present-day campaigns to understand the marketing field ...

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